

This Page Is Inserted by IFW Operations
and is not a part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

IMAGES ARE BEST AVAILABLE COPY.

**As rescanning documents *will not* correct images,
please do not report the images to the
Image Problem Mailbox.**

Fig. 1.

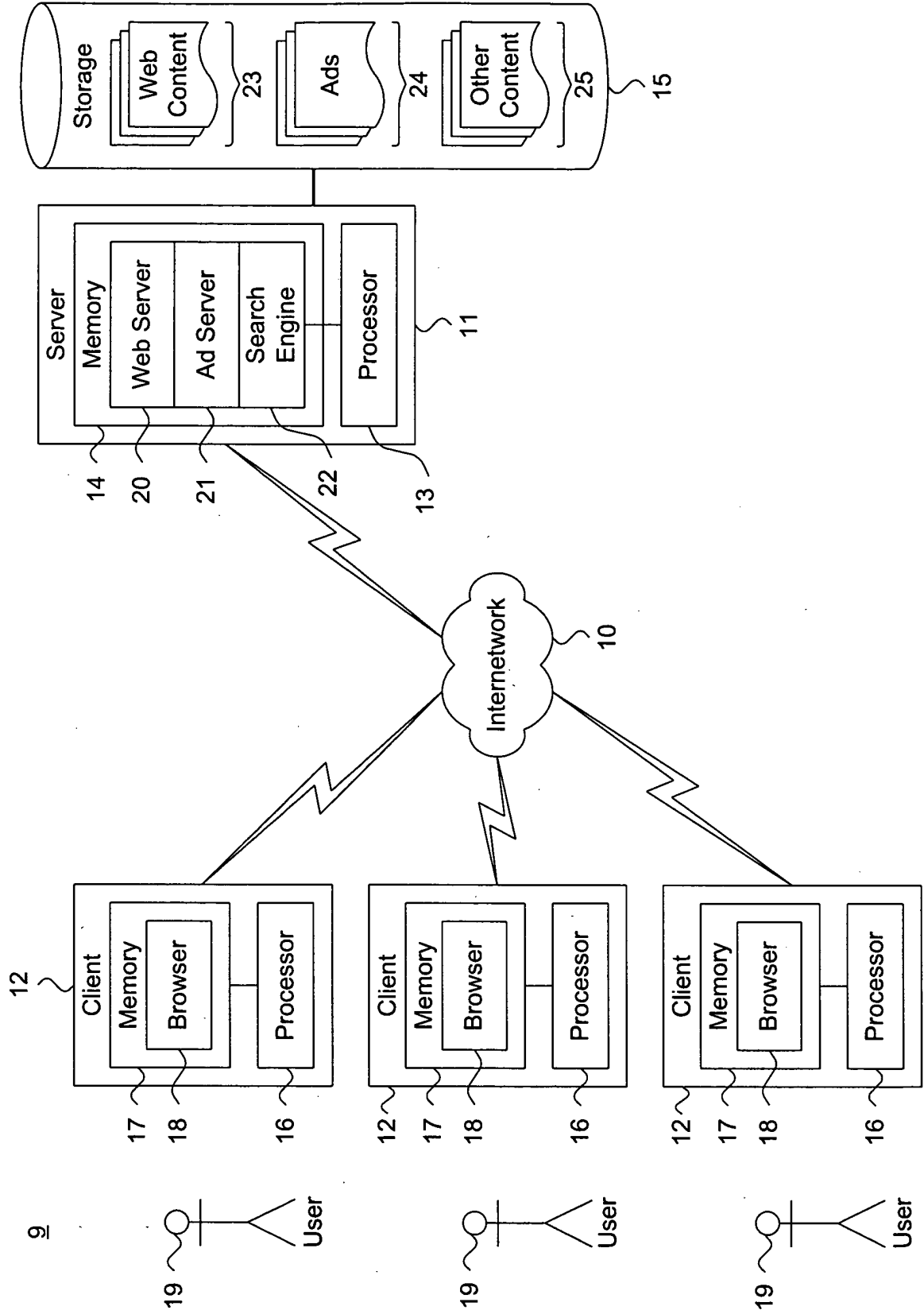


Fig. 2.

40

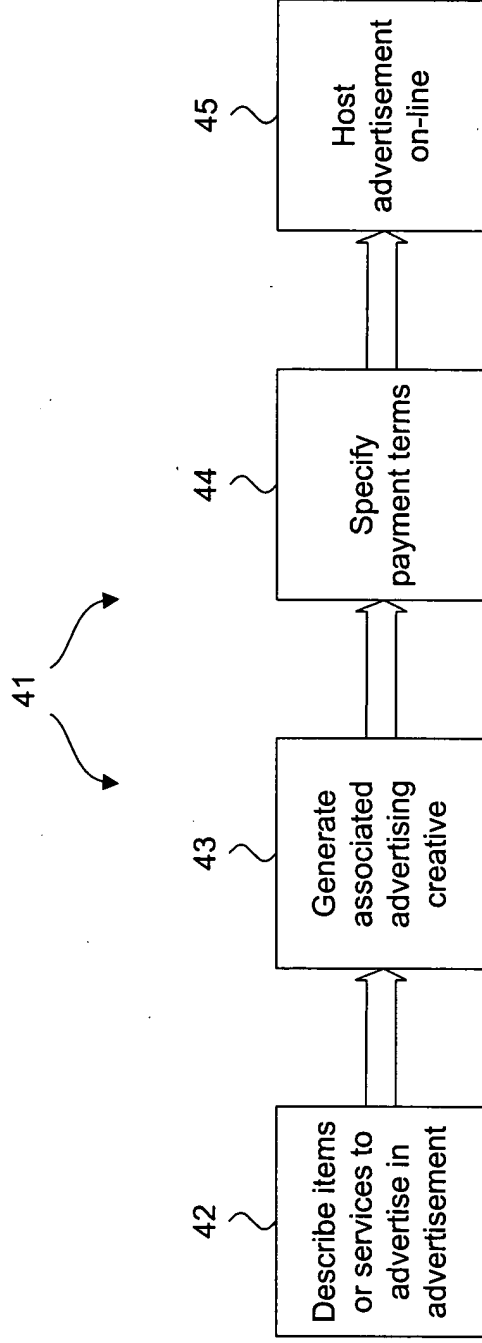


Fig. 3A.

50

Google[™]
Automat

Advertise your items for sale on Google in under 1 minute with Google Automat.

It's easy to get started - just type in the name, description, and price of what you're selling, and how you want buyers to contact you. We'll automatically create a Google AdWord for you, and host a web page that provides the full listing information of your item.

Sell your stuff today!

Click Here to Start

51

[Contact Us - Help](#)

Existing Advertiser Login

Email:

Password:

[Forgot your password?](#)

Login

52

©2003 Google - [Automat Home](#) - [Terms and Conditions](#) - [Editorial Guidelines](#) - [Contact Us](#)

Fig. 3B.

60

The image shows a screenshot of a Google AdSense product listing form. At the top is the Google logo and a 'Contact Us - Help' link. Below this is a black header bar with the text 'Step 1. Enter Product Information [7]'. The form contains several input fields: 'Enter a Title for the Product' with the value 'Canon Powershot S30 digital camera' (labeled 63), 'Enter a Product Description [2]' with a text area containing 'I have a Canon Powershot S30 digital camera for sale. This is a 3 megapixels camera. It uses a CompactFlash II memory. It comes with an IBM microdrive 1Gb that can store up to 700 pictures in the highest resolution.' (labeled 64), 'Enter a Price for the Product' with a text box containing '\$500.0' (labeled 65), and 'Enter a Contact Email Address' with the value 'nobody@nowhere.com' (labeled 66). Below these fields are 'Review Changes' and 'Next' buttons. A black bar below the buttons says 'This is how your page will look like. [1]'. The preview area shows the product title 'Canon Powershot S30 digital camera', the description, the price 'Price: \$500.0', and the contact information 'Contact: nobody@nowhere.com'. On the right side of the form, there are three bracketed labels: 61 pointing to the right sidebar area, 62 pointing to the preview area, and 60 pointing to the top header area.

Google
AdSense

Contact Us - Help

Step 1. Enter Product Information [7]

Enter a Title for the Product
Canon Powershot S30 digital camera 63

Enter a Product Description [2]
I have a Canon Powershot S30 digital camera for sale. This is a 3 megapixels camera. It uses a CompactFlash II memory. It comes with an IBM microdrive 1Gb that can store up to 700 pictures in the highest resolution. 64

Enter a Price for the Product
\$ 500.0 65

Enter a Contact Email Address
nobody@nowhere.com 66

Review Changes Next

This is how your page will look like. [1]

Canon Powershot S30 digital camera

I have a Canon Powershot S30 digital camera for sale. This is a 3 megapixels camera. It uses a CompactFlash II memory. It comes with an IBM microdrive 1Gb that can store up to 700 pictures in the highest resolution.

Price: \$500.0

Contact: nobody@nowhere.com

61

62

Fig. 3C.

70



[Contact Us](#) - [Help](#)

Step 2. Choose a Cost-Per-Click (CPC) and Daily Budget for your AdWord.^[2]

Here's how your Google AdWord will look:

Canon Powershot S30

Canon Powershot S30 digital camera
with 1GB microdrive 1Gb for sale
classifieds.google.com

Interest:

72

Edit your Google AdWord (optional):

Enter a Title (maximum 25 characters)

Canon Powershot S30

73

Enter Line 1 of the Product Description (maximum 35 characters)

Canon Powershot S30 digital camera

Enter Line 2 of the Product Description (maximum 35 characters)

with 1GB microdrive 1Gb for sale

74

The cost-per-click (CPC) is the amount you pay each time a user clicks on your ad.

Enter a Cost-Per-Click:

\$

75

Google will show your ad evenly throughout the day based on the daily budget you choose. Your actual daily changes may fluctuate by 20% because of changing search volume, but the maximum you will spend in a 30-day calendar month should be no more than 30 times your daily budget.

Enter a Daily Budget:

\$

76

[Review Changes](#) [Next](#)

Fig. 3D.

80

Google
Automat

[Log in](#)

Please login using your Google AdWords account.

Step 3. Log in to Automat [3]

If you have an Automat account -- Log in:

Note: If you have an existing AdWords account, you can use the same email and password for that account.

Email:

Password:

If you are new to Automat -- Sign Up Below [11]

a. Enter your email address and choose a password.

You will use these later to login to your account.

Email address:

Re-enter email:

Choose a password:

Re-enter password:

Password must be at least 8 characters.

b. Indicate your email preferences.

When necessary, we'll send you service announcements that relate to your advertising agreement with Google.

☐ In addition, send me periodic newsletters with tips and best practices and occasional surveys to help Google improve Automat.

c. Carefully read the following terms and conditions:

d. Please note:

- ◆ When you click the button below, you'll receive an email telling you how to verify your email address and activate your ads.
- ◆ Your ads will not run, and you are not committed to a purchase, until you have completed these steps.

By clicking this button, you indicate your acceptance of the above terms and conditions.

81

82

83

Fig. 3E.

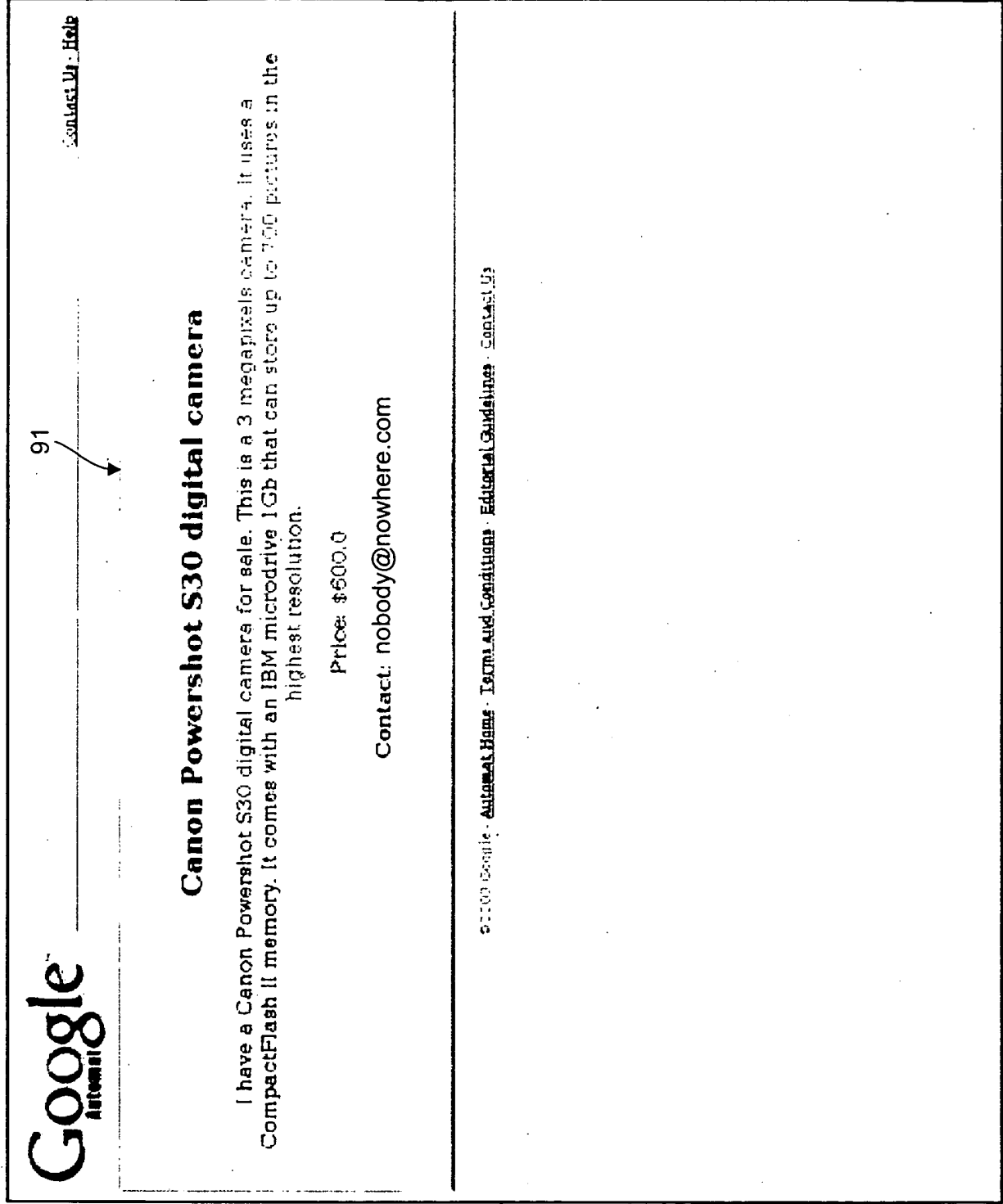


Fig. 4.

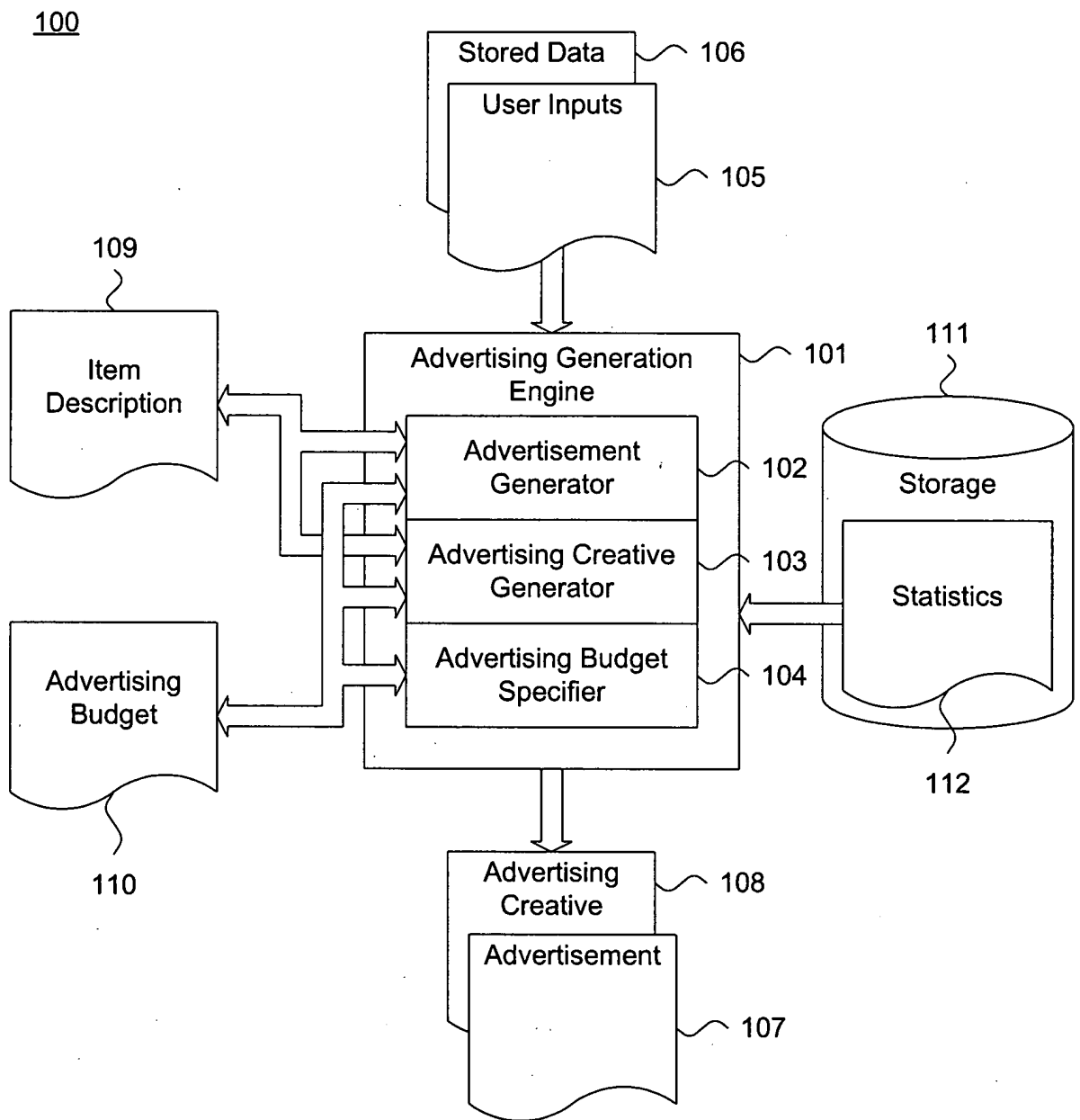


Fig. 5.

120

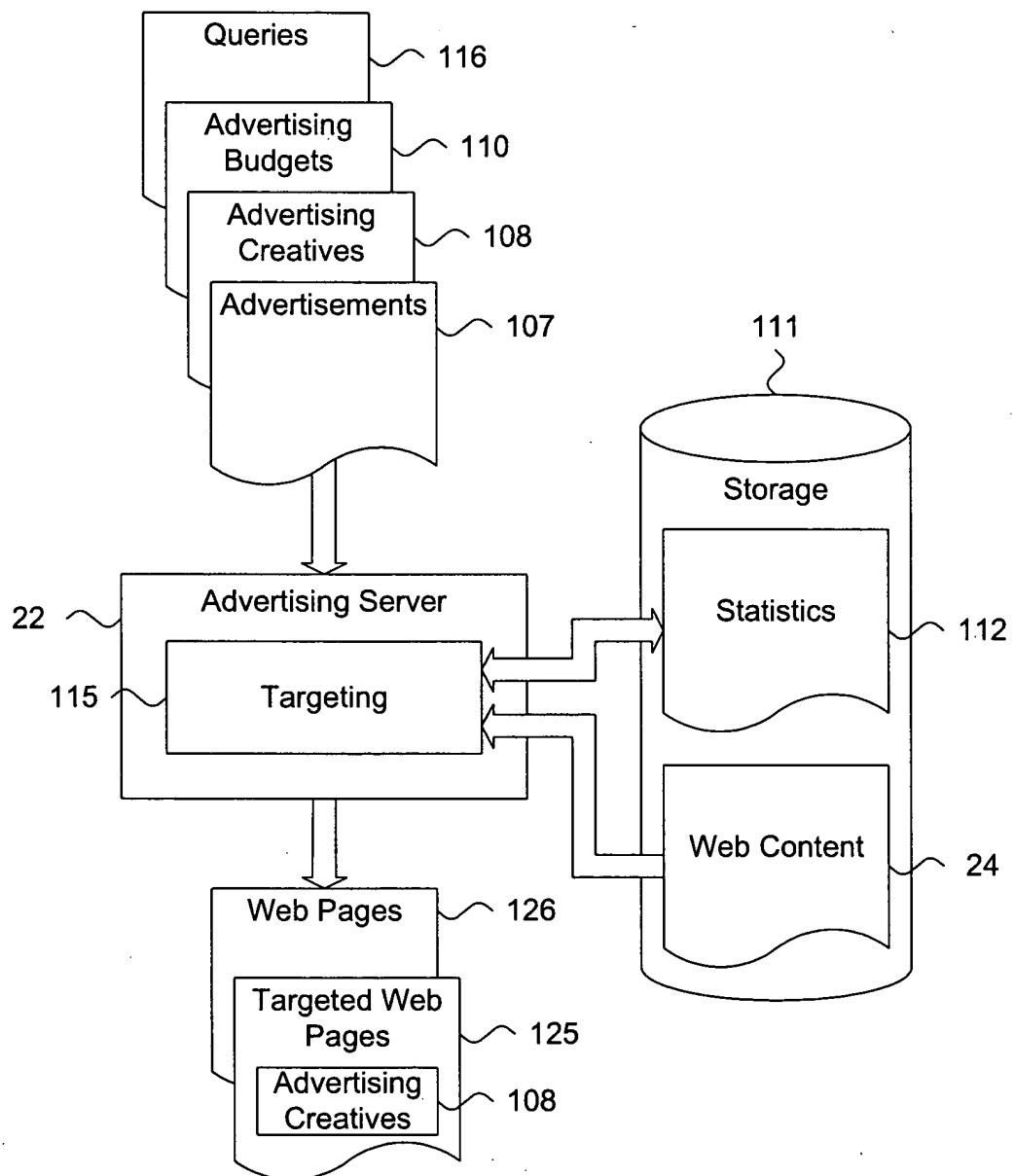


Fig. 6.

130

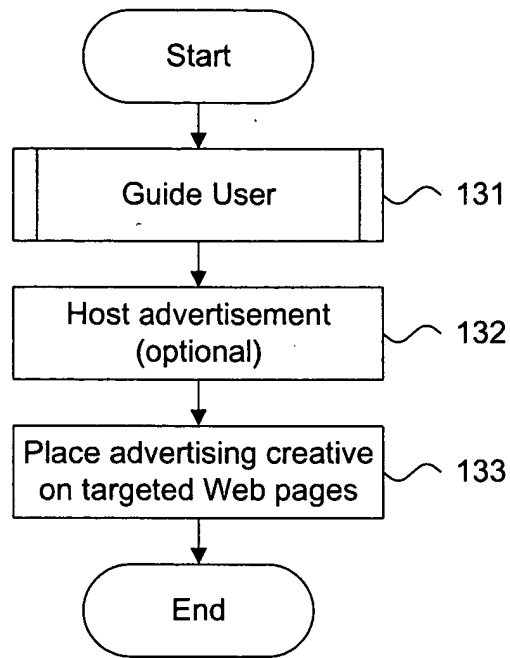


Fig. 7.

136

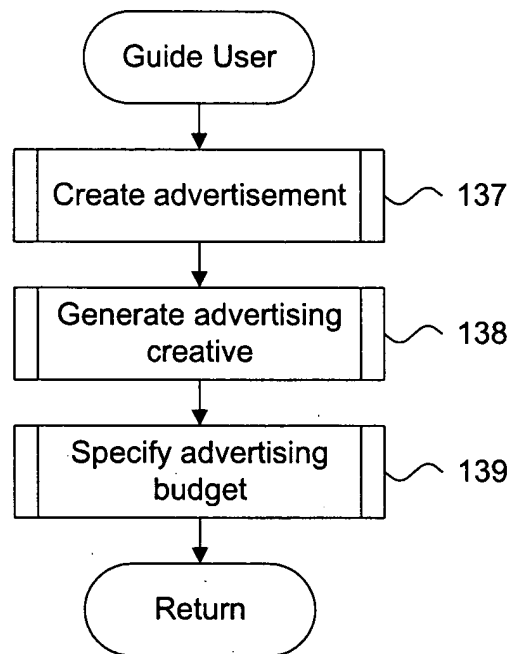


Fig. 8.

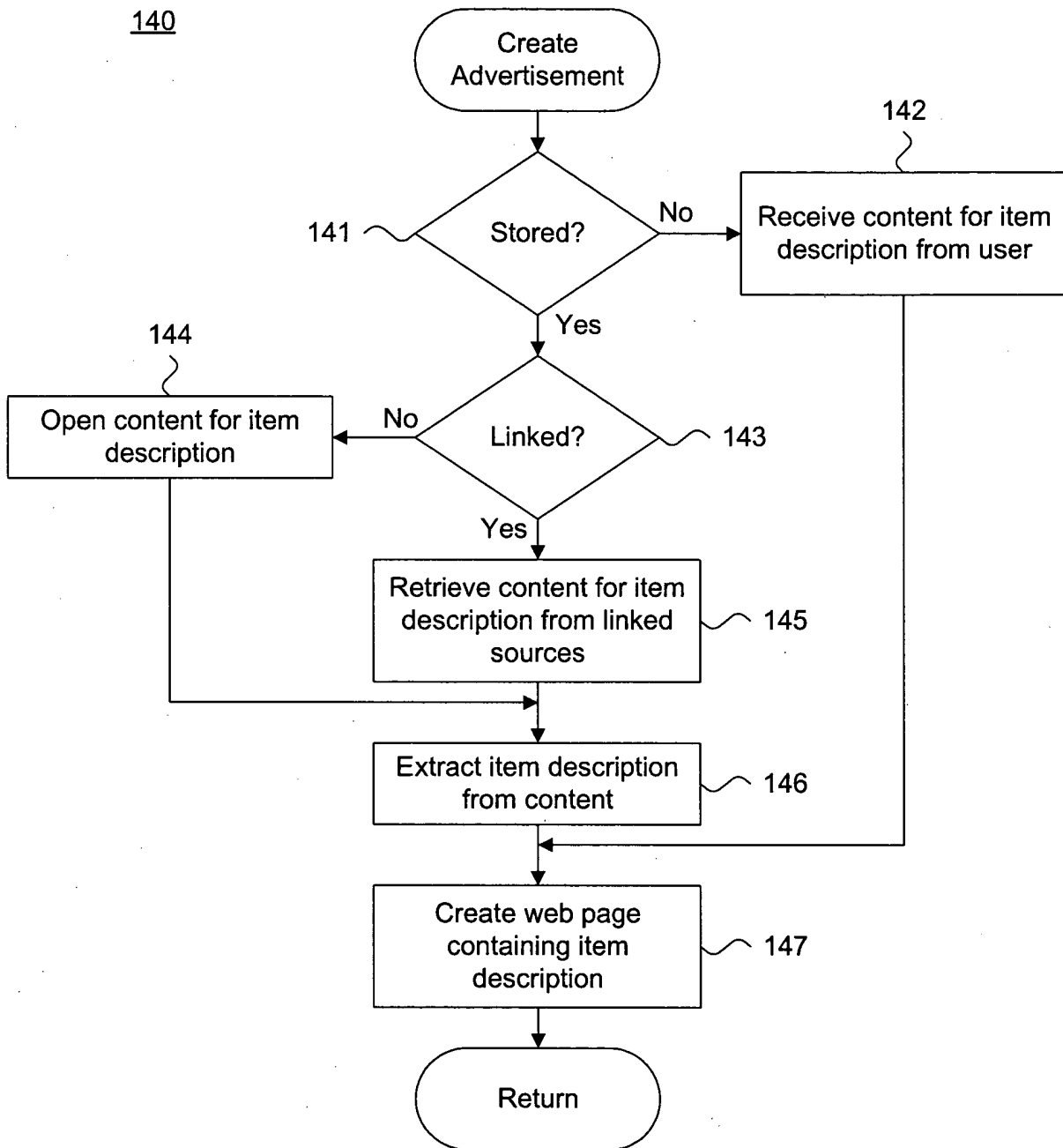


Fig. 9.

150

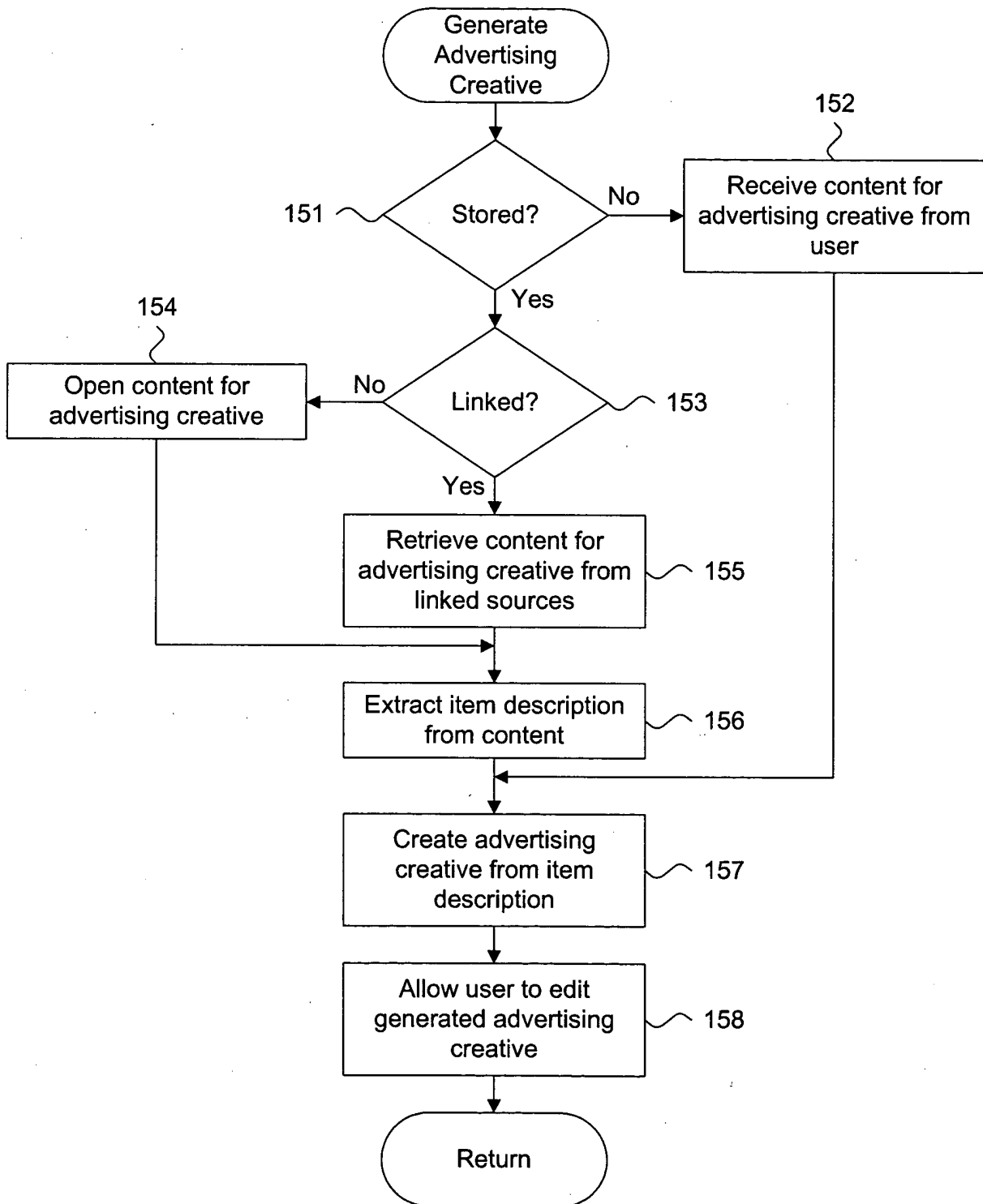


Fig. 10.

160

